

Use of EAO Program in my Teaching

1. Use in MGT 4003 Managing Projects

I will use this EAO information in my module on international project management. In particular, I will use it to describe how projects that are partly or entirely based in Europe have to be differently run from those elsewhere. This include different government rules, population reaction, workforce rules, and political responses. It also will show the need for full contingency plans.

2. Use in BUSA 3500 Culture and International Business

I will use what I learned from pro-Europe speakers and what I already know about anti-Europe people (mainly in UK), to illustrate the misunderstanding that can easily occur between two or more cultures. In particular between the Brussels-bases European culture and the non-London English cultures. It was very illuminating to see how unaware the European elite that we met of the real feelings of the English people outside London. They apparently had not even planned some contingency plans for BREXIT.

The pro-Europe speakers seemed to approach their concept of Europe as a political, almost missionary, endeavor, for which the economic aspects were secondary and the cultural issue were irrelevant. The anti-Europeans see Europe as mainly an economic and cultural organization from which they did not benefit. The two groups where really not even talking on the same wavelengths. The new European directive of tea kettle was a classic case of not understanding the other side. The Europeans did not even realize that the UK people use boiling water for tea not just hot water.

The BREXIT events will also be used as an example of how different cultures can affect worldviews and lead to complete misunderstandings of what deals are for. It teaches you must always try to understand what really concerns the other parties in a deal. You should also be prepared for events that are not to your liking and do not assume that everyone in another region thinks alike.